



KNXV

ORDER

Print Date 10/09/12

Page 1 of 4

Flight Dates **10/09/12-10/15/12**

Contract / Revision **304402 /** Product **Kirkpatrick for Congress 2012**

Original Date / Revision **07/11/12 10/09/12** Agency Com **15%**

Advertiser **Kirkpatrick / Democrat / Con** Billing Contact

Agency **Media Strategies and Resea** **1580 Lincoln Street**
Suite 510
Denver, CO 80203

Buying Contact Sales Office **KNXVL**

1580 Lincoln Street
Suite 510
Denver, CO 80203 Sales Region **LOC**
Agency Ref

Primary Account Executive
KNXV House

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| KNXV House | 100% | | |

Order Sep **00:13:00**

Estimate # **11366**

Alt Order #

Billing Type **Cash**

Order Type **GENERAL**

Billing Cycle **EOM/EOC**

Billing Calendar **BROADCAST**

Demographic **A35+**

Rev Codes **POL POL CAND**

Product Codes **DO**

Priority **P-6**

Advertiser Ref

Order Share 15% Market Value 133333

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| KASW | % | 0 |
| KDRX | % | 0 |
| KPHO | % | 0 |
| KPNX | % | 0 |
| KPPX | % | 0 |
| KSAZ | % | 0 |
| KTVK | % | 0 |
| KTVW | % | 0 |
| KUSK | % | 0 |
| KUTP | % | 0 |
| UNKWN | 85% | 113333 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|--------------------|--------------------|-------------|
| October 2012 | 45 | \$17,000.00 | \$20,000.00 | 0.00 |
| Totals | 45 | \$17,000.00 | \$20,000.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/01/12 | 10/15/12 | 45 | \$17,000.00 | \$20,000.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | <u>Totals</u> | |
|-------|------|-------------------|-----------------|------------------------|-------|-------------------|---------|-----|-------------|----------|-----|---------------|------|---------------|----------|
| N 1 | KNXV | 10/09/12 | 10/15/12 | M-F 6-7am M-F 6-7am | CM | 6am-7am | 1111--- | :30 | 4 | \$150.00 | P-6 | 0.00 | NM | 4 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - 111--- | | 3 | | | \$150.00 | | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | 1 | | | \$150.00 | | | 0.00 | | | |
| N 2 | KNXV | 10/09/12 | 10/15/12 | M-F 7-9am M-F 7-9am | CM | 7am-9am | 1111-- | :30 | 5 | \$150.00 | P-6 | 0.00 | NM | 5 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - 111-- | | 4 | | | \$150.00 | | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | 1 | | | \$150.00 | | | 0.00 | | | |



KNXV

Print Date: 10/09/12

Page 2 of 4

Contract / Revision **304402** Flight Dates **10/09/12-10/15/12** Hiatus Dates
 Original Date / Revision 07/11/12/ 10/09/12 Order Sep 00:13:00
 Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11366**

| | | | | | | | | | | | | | | Totals | |
|--------------------------|-----------|-------------------|-----------------|---------------------------------|-------|-----------------------|------------------|---------------|-------------------|-----------------------|-----|---------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 4 | KNXV | 10/09/12 | 10/14/12 | M-F 12pm-1pm The Chew | CM | 12pm-1pm | -- 1---- | :30 | 1 | \$150.00 | P-6 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -- 1---- | | | | | 1 | \$150.00 | | 0.00 | | | |
| N 5 | KNXV | 10/15/12 | 10/15/12 | M-F 2pm-3pm General Hospital | CM | 2pm-3pm | 1----- | :30 | 1 | \$200.00 | P-6 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$200.00 | | 0.00 | | | |
| N 6 | KNXV | 10/09/12 | 10/15/12 | M-F 430pm-5pm M-F 430pm-5pm | CM | 430pm-5pm | 11111-- | :30 | 5 | \$350.00 | P-6 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - 1111-- | | | | | 4 | \$350.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$350.00 | | 0.00 | | | |
| N 7 | KNXV | 10/09/12 | 10/15/12 | M-F 4pm-430pm 4PM News | CM | 4pm-430pm | 11- 11-- | :30 | 4 | \$250.00 | P-6 | 0.00 | NM | 4 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - 1- 11-- | | | | | 3 | \$250.00 | | 0.00 | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$250.00 | | 0.00 | | | |
| N 8 | KNXV | 10/09/12 | 10/15/12 | M-F 5pm-530pm M-F 5pm-530pm | CM | 5pm-530pm | 111- 1-- | :30 | 4 | \$400.00 | P-6 | 0.00 | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | - 11- 1-- | | | | | 3 | \$400.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KNXV | 10/08/12-10/14/12 | | M-F 5pm-530pm | | 5pm-530pm | - TW- - F- - - - | :30 | | (\$400.00) | | 0.00 | NM | | |
| See MG 8.6,8.7 | | | | | | | | | | | | | | | |
| [all p6 are preempted] | | | | | | | | | | | | | | | |
| 3 | KNXV | 10/08/12-10/14/12 | | M-F 5pm-530pm | | 5pm-530pm | - TW- - F- - - - | :30 | | (\$400.00) | | 0.00 | NM | | |
| See MG 8.6,8.7 | | | | | | | | | | | | | | | |
| [all p6 are preempted] | | | | | | | | | | | | | | | |
| 4 | KNXV | 10/08/12-10/14/12 | | M-F 5pm-530pm | | 5pm-530pm | - TW- - F- - - - | :30 | | (\$400.00) | | 0.00 | NM | | |
| See MG 8.6,8.7 | | | | | | | | | | | | | | | |
| [all p6 are preempted] | | | | | | | | | | | | | | | |
| 6 | KNXV | 10/09/12-10/12/12 | | M-F 5pm-530pm | | 5pm-530pm | - TWThF- - - - | :30 | | \$900.00 | | 0.00 | NM | | |
| Ⓜ MG for 8.4,8.3,8.5,8.1 | | | | | | | | | | | | | | | |
| 7 | KNXV | 10/09/12-10/12/12 | | M-F 5pm-530pm | | 5pm-530pm | - TWThF- - - - | :30 | | \$900.00 | | 0.00 | NM | | |
| Ⓜ MG for 8.4,8.3,8.5,8.1 | | | | | | | | | | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | | | | | 1 | \$400.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 5 | KNXV | 10/15/12-10/21/12 | | M-F 5pm-530pm | | 5pm-530pm | M- - - - - - - | :30 | | (\$400.00) | | 0.00 | NM | | |
| See MG 8.6,8.7 | | | | | | | | | | | | | | | |
| [oversold] | | | | | | | | | | | | | | | |
| N 9 | KNXV | 10/09/12 | 10/15/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 1- 111- - | :30 | 4 | \$550.00 | P-3 | 0.00 | NM | 4 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -- 111-- | | | | | 3 | \$550.00 | | 0.00 | | | |



KNXV

Print Date: 10/09/12

Page 3 of 4

Contract / Revision **304402** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11366**

| | | | | | | | | | | | | | | Totals | |
|-------------|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 9 | KNXV | 10/09/12 | 10/15/12 | M-F 6pm-630pm M-F 6pm-630pm | CM | 6pm-630pm | 1-111-- | :30 | 4 | \$550.00 | P-3 | 0.00 | NM | 4 | \$2,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | --111-- | 3 | | \$550.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 2 | KNXV | 10/08/12-10/14/12 | | M-F 6pm-630pm Credited | | 6pm-630pm | --WThF---- | :30 | | (\$550.00) | | 0.00 | NM | | |
| 3 | KNXV | 10/08/12-10/14/12 | | M-F 6pm-630pm See MG 9.6,9.7 [program change preempt rv 9/6] | | 6pm-630pm | -TWThF---- | :30 | | (\$550.00) | | 0.00 | NM | | |
| 6 | KNXV | 10/11/12-10/11/12 | | Prime News Ⓜ MG for 10.3,9.3 | | 8p-9p | ---Th----- | :30 | | \$500.00 | | 0.00 | NM | | |
| 7 | KNXV | 10/11/12-10/11/12 | | Prime News Ⓜ MG for 10.3,9.3 | | 8p-9p | ---Th----- | :30 | | \$500.00 | | 0.00 | NM | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | 1 | | \$550.00 | | 0.00 | | | | | | |
| N 10 | KNXV | 10/09/12 | 10/15/12 | M-F 630pm-7pm M-F 630pm-7pm | CM | 630pm-7pm | 11111-- | :30 | 5 | \$650.00 | P-6 | 0.00 | NM | 4 | \$2,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | 4 | | \$650.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | KNXV | 10/08/12-10/14/12 | | M-F 630pm-7pm See MG 9.6,9.7 [program change na preempt rv 9/6] | | 630pm-7pm | -TWThF---- | :30 | | (\$550.00) | | 0.00 | NM | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | 1 | | \$650.00 | | 0.00 | | | | | | |
| N 12 | KNXV | 10/09/12 | 10/09/12 | Tuesday Prime C Private Prattice | CM | 9pm-10pm | -1----- | :30 | 1 | \$2,500.00 | P-6 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -1----- | 1 | | \$2,500.00 | | 0.00 | | | | | | |
| N 14 | KNXV | 10/12/12 | 10/12/12 | Friday Prime A Shark Tank | CM | 7pm-8pm | ----F-- | :30 | 1 | \$1,000.00 | P-6 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | ----F-- | 1 | | \$1,000.00 | | 0.00 | | | | | | |
| N 15 | KNXV | 10/09/12 | 10/15/12 | M-F 10-1035pm 10pm News | CM | 10pm-1035pm | 11111-- | :30 | 5 | \$600.00 | P-6 | 0.00 | NM | 5 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | 4 | | \$600.00 | | 0.00 | | | | | | |
| Week: | | 10/15/12 | 10/21/12 | 1----- | 1 | | \$600.00 | | 0.00 | | | | | | |
| N 16 | KNXV | 10/13/12 | 10/13/12 | SA 10-1035pm 10pm News | CM | 10pm-1035pm | -----S- | :30 | 1 | \$300.00 | P-6 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----S- | 1 | | \$300.00 | | 0.00 | | | | | | |
| N 17 | KNXV | 10/14/12 | 10/14/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | -----1 | :30 | 1 | \$600.00 | P-6 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -----1 | 1 | | \$600.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KNXV | 10/08/12-10/14/12 | | SU 10-1035pm Credited | | 10pm-1035pm | -----Su | :30 | | (\$600.00) | | 0.00 | NM | | |
| N 18 | KNXV | 10/09/12 | 10/14/12 | Nightline Nightline | CM | 1035pm-1102pm | -1111-- | :30 | 4 | \$250.00 | P-6 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | -1111-- | 4 | | \$250.00 | | 0.00 | | | | | | |



KNXV

Print Date: 10/09/12

Page 4 of 4

Contract / Revision **304402** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/09/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11366**

| | | | | | | | | | | | | | | Totals | |
|------------------------|-----------|-------------------|-----------------|---------------------------|-------------------|-----------------------|-----------------|---------------|---------------|-----------------------|-----|------------|-------------|--------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N18 | KNXV | 10/09/12 | 10/14/12 | Nightline Nightline | CM | 1035pm-1102pm | - 1111 - - | :30 | 4 | \$250.00 | P-6 | 0.00 | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | - 1111 - - | 4 | | \$250.00 | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | KNXV | 10/08/12-10/14/12 | | Nightline | | 1035pm-1102pm | - TWThF - - - - | :30 | | (\$250.00) | | 0.00 | NM | | |
| Credited | | | | | | | | | | | | | | | |
| N19 | KNXV | 10/10/12 | 10/12/12 | M-F 5-6am M-F 5-6am | CM | 5am-6am | - - WTF - - | :30 | 2 | \$75.00 | P-6 | 0.00 | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | - - WTF - - | 2 | | \$75.00 | | 0.00 | | | | | | |
| N20 | KNXV | 10/14/12 | 10/14/12 | SU 10-1035pm 10pm News | CM | 10pm-1035pm | - - - - - S | :30 | 1 | \$850.00 | P-3 | 0.00 | NM | 1 | \$850.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | - - - - - S | 1 | | \$850.00 | | 0.00 | | | | | | |
| N21 | KNXV | 10/11/12 | 10/11/12 | Prime News Prime News | CM | 8p-9p | - - - T - - - | :30 | 1 | \$500.00 | P-6 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 10/08/12 | 10/14/12 | - - - T - - - | 1 | | \$500.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | | Totals | 45 \$20,000.00 |
| *Tax 1 Note: Tax 0.5%. | | | | | | | | | | | | | | | |

*Tax 1 Note: Tax 0.5%.